

Fill in this information to identify your case:

United States Bankruptcy Court for the:

MIDDLE DISTRICT OF NORTH CAROLINA

Case number (if known)

Chapter 11

Check if this an amended filing

## Official Form 201

# Voluntary Petition for Non-Individuals Filing for Bankruptcy

4/16

If more space is needed, attach a separate sheet to this form. On the top of any additional pages, write the debtor's name and case number (if known). For more information, a separate document, *Instructions for Bankruptcy Forms for Non-Individuals*, is available.

1. Debtor's name	<b>Performance Direct, Inc.</b>		
2. All other names debtor used in the last 8 years	<b>FKA Supergo Corp.</b> <b>FKA The Great Outdoors Imports, Inc.</b> <b>FKA Skitech, Inc.</b>		
Include any assumed names, trade names and doing business as names			
3. Debtor's federal Employer Identification Number (EIN)	<b>56-1319334</b>		
4. Debtor's address	Principal place of business	Mailing address, if different from principal place of business	
	<b>144 Old Lystra Road Chapel Hill, NC 27517</b>	Number, Street, City, State & ZIP Code	
	<b>Chatham</b>	P.O. Box, Number, Street, City, State & ZIP Code	
	County	Location of principal assets, if different from principal place of business	
		Number, Street, City, State & ZIP Code	
5. Debtor's website (URL)			
6. Type of debtor	<input checked="" type="checkbox"/> Corporation (including Limited Liability Company (LLC) and Limited Liability Partnership (LLP)) <input type="checkbox"/> Partnership (excluding LLP) <input type="checkbox"/> Other. Specify: _____		

Debtor Performance Direct, Inc.  
Name \_\_\_\_\_

Case number (if known) \_\_\_\_\_

**7. Describe debtor's business**

A. Check one:

Health Care Business (as defined in 11 U.S.C. § 101(27A))  
 Single Asset Real Estate (as defined in 11 U.S.C. § 101(51B))  
 Railroad (as defined in 11 U.S.C. § 101(44))  
 Stockbroker (as defined in 11 U.S.C. § 101(53A))  
 Commodity Broker (as defined in 11 U.S.C. § 101(6))  
 Clearing Bank (as defined in 11 U.S.C. § 781(3))  
 None of the above

B. Check all that apply

Tax-exempt entity (as described in 26 U.S.C. §501)  
 Investment company, including hedge fund or pooled investment vehicle (as defined in 15 U.S.C. §80a-3)  
 Investment advisor (as defined in 15 U.S.C. §80b-2(a)(11))

C. NAICS (North American Industry Classification System) 4-digit code that best describes debtor.

See <http://www.uscourts.gov/four-digit-national-association-naics-codes>.4539**8. Under which chapter of the Bankruptcy Code is the debtor filing?**

Check one:

Chapter 7  
 Chapter 9  
 Chapter 11. Check all that apply:

Debtor's aggregate noncontingent liquidated debts (excluding debts owed to insiders or affiliates) are less than \$2,566,050 (amount subject to adjustment on 4/01/19 and every 3 years after that).  
 The debtor is a small business debtor as defined in 11 U.S.C. § 101(51D). If the debtor is a small business debtor, attach the most recent balance sheet, statement of operations, cash-flow statement, and federal income tax return or if all of these documents do not exist, follow the procedure in 11 U.S.C. § 1116(1)(B).  
 A plan is being filed with this petition.  
 Acceptances of the plan were solicited prepetition from one or more classes of creditors, in accordance with 11 U.S.C. § 1126(b).  
 The debtor is required to file periodic reports (for example, 10K and 10Q) with the Securities and Exchange Commission according to § 13 or 15(d) of the Securities Exchange Act of 1934. File the attachment to *Voluntary Petition for Non-Individuals Filing for Bankruptcy under Chapter 11* (Official Form 201A) with this form.  
 The debtor is a shell company as defined in the Securities Exchange Act of 1934 Rule 12b-2.

Chapter 12

**9. Were prior bankruptcy cases filed by or against the debtor within the last 8 years?** No. Yes.

If more than 2 cases, attach a separate list.

District \_\_\_\_\_ When \_\_\_\_\_ Case number \_\_\_\_\_

District \_\_\_\_\_ When \_\_\_\_\_ Case number \_\_\_\_\_

**10. Are any bankruptcy cases pending or being filed by a business partner or an affiliate of the debtor?** No Yes.

List all cases. If more than 1, attach a separate list

Debtor See Attachment Relationship \_\_\_\_\_

District \_\_\_\_\_ When \_\_\_\_\_ Case number, if known \_\_\_\_\_

Debtor Performance Direct, Inc.  
Name \_\_\_\_\_

Case number (*if known*) \_\_\_\_\_

**11. Why is the case filed in this district?** Check all that apply:

Debtor has had its domicile, principal place of business, or principal assets in this district for 180 days immediately preceding the date of this petition or for a longer part of such 180 days than in any other district.

A bankruptcy case concerning debtor's affiliate, general partner, or partnership is pending in this district.

**12. Does the debtor own or have possession of any real property or personal property that needs immediate attention?**

 No Yes. Answer below for each property that needs immediate attention. Attach additional sheets if needed.

**Why does the property need immediate attention? (Check all that apply.)**

 It poses or is alleged to pose a threat of imminent and identifiable hazard to public health or safety.

What is the hazard? \_\_\_\_\_

 It needs to be physically secured or protected from the weather. It includes perishable goods or assets that could quickly deteriorate or lose value without attention (for example, livestock, seasonal goods, meat, dairy, produce, or securities-related assets or other options). Other \_\_\_\_\_

**Where is the property?**

Number, Street, City, State &amp; ZIP Code \_\_\_\_\_

**Is the property insured?**

 No Yes. Insurance agency \_\_\_\_\_

Contact name \_\_\_\_\_

Phone \_\_\_\_\_

**Statistical and administrative information**

**13. Debtor's estimation of available funds** Check one:

 Funds will be available for distribution to unsecured creditors. After any administrative expenses are paid, no funds will be available to unsecured creditors.

**14. Estimated number of creditors**

1-49  
 50-99  
 100-199  
 200-999

1,000-5,000  
 5001-10,000  
 10,001-25,000

25,001-50,000  
 50,001-100,000  
 More than 100,000

**15. Estimated Assets**

\$0 - \$50,000  
 \$50,001 - \$100,000  
 \$100,001 - \$500,000  
 \$500,001 - \$1 million

\$1,000,001 - \$10 million  
 \$10,000,001 - \$50 million  
 \$50,000,001 - \$100 million  
 \$100,000,001 - \$500 million

\$500,000,001 - \$1 billion  
 \$1,000,000,001 - \$10 billion  
 \$10,000,000,001 - \$50 billion  
 More than \$50 billion

**16. Estimated liabilities**

\$0 - \$50,000  
 \$50,001 - \$100,000  
 \$100,001 - \$500,000  
 \$500,001 - \$1 million

\$1,000,001 - \$10 million  
 \$10,000,001 - \$50 million  
 \$50,000,001 - \$100 million  
 \$100,000,001 - \$500 million

\$500,000,001 - \$1 billion  
 \$1,000,000,001 - \$10 billion  
 \$10,000,000,001 - \$50 billion  
 More than \$50 billion

Debtor Performance Direct, Inc.  
Name \_\_\_\_\_Case number (*if known*) \_\_\_\_\_**Request for Relief, Declaration, and Signatures**

**WARNING --** Bankruptcy fraud is a serious crime. Making a false statement in connection with a bankruptcy case can result in fines up to \$500,000 or imprisonment for up to 20 years, or both. 18 U.S.C. §§ 152, 1341, 1519, and 3571.

**17. Declaration and signature  
of authorized  
representative of debtor**

The debtor requests relief in accordance with the chapter of title 11, United States Code, specified in this petition.

I have been authorized to file this petition on behalf of the debtor.

I have examined the information in this petition and have a reasonable belief that the information is true and correct.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 16, 2018  
MM / DD / YYYY

**X** /s/ Patrick J. Cunnane

Signature of authorized representative of debtor

**Patrick J. Cunnane**

Printed name

Title President

**18. Signature of attorney**

**X** /s/ John A. Northen

Signature of attorney for debtor

Date November 16, 2018

MM / DD / YYYY

John A. Northen

Printed name

Northen Blue, LLP

Firm name

PO Box 2208

Chapel Hill, NC 27515

Number, Street, City, State & ZIP Code

Contact phone 919-968-4441

Email address \_\_\_\_\_

6789 NC

Bar number and State

Debtor Performance Direct, Inc.  
Name \_\_\_\_\_Case number (*if known*) \_\_\_\_\_**Fill in this information to identify your case:**

United States Bankruptcy Court for the:

MIDDLE DISTRICT OF NORTH CAROLINA

Case number (*if known*) \_\_\_\_\_Chapter 11 Check if this an  
amended filing**FORM 201. VOLUNTARY PETITION****Pending Bankruptcy Cases Attachment**

Debtor	<b>Advanced Sports Enterprises, Inc.</b>	Relationship to you	<b>Affiliate</b>
District	<b>Middle District of North Carolina</b>	When <u>11/16/18</u>	Case number, if known
Debtor	<b>Advanced Sports, Inc.</b>	Relationship to you	<b>Affiliate</b>
District	<b>Middle District of North Carolina</b>	When <u>11/16/18</u>	Case number, if known
Debtor	<b>Bitech, Inc.</b>	Relationship to you	<b>Affiliate</b>
District	<b>Middle District of North Carolina</b>	When <u>11/16/18</u>	Case number, if known
Debtor	<b>Nashbar Direct, Inc.</b>	Relationship to you	<b>Affiliate</b>
District	<b>Middle District of North Carolina</b>	When <u>11/16/18</u>	Case number, if known

**Fill in this information to identify the case:**Debtor name Performance Direct, Inc.United States Bankruptcy Court for the: MIDDLE DISTRICT OF NORTH CAROLINA

Case number (if known) \_\_\_\_\_

 Check if this is an amended filing**Official Form 202****Declaration Under Penalty of Perjury for Non-Individual Debtors**

12/15

An individual who is authorized to act on behalf of a non-individual debtor, such as a corporation or partnership, must sign and submit this form for the schedules of assets and liabilities, any other document that requires a declaration that is not included in the document, and any amendments of those documents. This form must state the individual's position or relationship to the debtor, the identity of the document, and the date. Bankruptcy Rules 1008 and 9011.

**WARNING -- Bankruptcy fraud is a serious crime. Making a false statement, concealing property, or obtaining money or property by fraud in connection with a bankruptcy case can result in fines up to \$500,000 or imprisonment for up to 20 years, or both. 18 U.S.C. §§ 152, 1341, 1519, and 3571.**

**Declaration and signature**

I am the president, another officer, or an authorized agent of the corporation; a member or an authorized agent of the partnership; or another individual serving as a representative of the debtor in this case.

I have examined the information in the documents checked below and I have a reasonable belief that the information is true and correct:

- Schedule A/B: Assets–Real and Personal Property* (Official Form 206A/B)
- Schedule D: Creditors Who Have Claims Secured by Property* (Official Form 206D)
- Schedule E/F: Creditors Who Have Unsecured Claims* (Official Form 206E/F)
- Schedule G: Executory Contracts and Unexpired Leases* (Official Form 206G)
- Schedule H: Codebtors* (Official Form 206H)
- Summary of Assets and Liabilities for Non-Individuals* (Official Form 206Sum)
- Amended Schedule*
- Chapter 11 or Chapter 9 Cases: List of Creditors Who Have the 20 Largest Unsecured Claims and Are Not Insiders* (Official Form 204)
- Other document that requires a declaration **List of Equity Security Holders**

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 16, 2018X /s/ Patrick J. Cunnane

Signature of individual signing on behalf of debtor

Patrick J. Cunnane

Printed name

President

Position or relationship to debtor

Fill in this information to identify the case:

Debtor name **Performance Direct, Inc.**United States Bankruptcy Court for the: **MIDDLE DISTRICT OF NORTH CAROLINA**

Case number (if known): \_\_\_\_\_

 Check if this is an  
amended filing
**Official Form 204****Chapter 11 or Chapter 9 Cases: List of Creditors Who Have the 20 Largest Unsecured Claims and Are Not Insiders**

12/15

A list of creditors holding the 20 largest unsecured claims must be filed in a Chapter 11 or Chapter 9 case. Include claims which the debtor disputes. Do not include claims by any person or entity who is an insider, as defined in 11 U.S.C. § 101(31). Also, do not include claims by secured creditors, unless the unsecured claim resulting from inadequate collateral value places the creditor among the holders of the 20 largest unsecured claims.

Name of creditor and complete mailing address, including zip code	Name, telephone number and email address of creditor contact	Nature of claim (for example, trade debts, bank loans, professional services, and government contracts)	Indicate if claim is contingent, unliquidated, or disputed	Amount of claim		
				Total claim, if partially secured	Deduction for value of collateral or setoff	Unsecured claim
AARON CORPORATION ATTN: MANAGING AGENT FRANCISCO "PACO" BALLESTER 1820 E 41ST STREET LOS ANGELES, CA 90058		INV				\$263,036.15
BLUESKY TECHNOLOGY PARTNERS, I ATTN: MANAGING AGENT 350 WESTFIELD ROAD SUITE 400 NOBLESVILLE, IN 46060		MIS				\$207,248.25
CASTELLI USA ATTN: MANAGING AGENT ATTN: GREG COWAN 1723 SW TAYLOR PORTLAND, OR 97205		INV				\$196,370.00
ELITE ATTN: MANAGING AGENT VIA FORNACI 4 PADUVA FONTANIVA 35014 ITALY		INV				\$264,459.17

Debtor **Performance Direct, Inc.**  
Name \_\_\_\_\_

Case number (if known) \_\_\_\_\_

Name of creditor and complete mailing address, including zip code	Name, telephone number and email address of creditor contact	Nature of claim (for example, trade debts, bank loans, professional services,	Indicate if claim is contingent, unliquidated, or disputed	Amount of claim If the claim is fully unsecured, fill in only unsecured claim amount. If claim is partially secured, fill in total claim amount and deduction for value of collateral or setoff to calculate unsecured claim.		
				Total claim, if partially secured	Deduction for value of collateral or setoff	Unsecured claim
FOX RACING INC. ATTN: MANAGING AGENT PHIL AMMENDOLIA 18400 SUTTER BLVD MORGAN HILL, CA 95037		INV				\$149,916.39
GARMIN INT'L ATTN: MANAGING AGENT ATTN: JANET MULLEN 1200 E 151ST STREET OLATHE, KS 66062		INV				\$289,967.15
GOOGLE INC. ATTN: MANAGING AGENT DEPT. 33654 PO BOX 39000 SAN FRANCISCO, CA 94139		MKT				\$196,532.79
HIGHWAY TWO ATTN: MANAGING AGENT BRETT HAHN ONE COLUMBIA SUITE 200 ALISO VIEJO, CA 92656		INV				\$472,541.07
LEZYNE USA INC. ATTN: MANAGING AGENT MICKI KOZUSCHEK FACTORY: NO 337-1 THI-HU ROAD TAILI COUNTY TAIWAN		INV				\$197,685.30
LOUIS GARNEAU USA INC. ATTN: MANAGING AGENT ATTN: KATHERINE WARD 66 MAIN STREET BOX 755 NEWPORT, VT 05855		INV				\$204,455.15

Debtor **Performance Direct, Inc.**  
Name \_\_\_\_\_

Case number (if known) \_\_\_\_\_

Name of creditor and complete mailing address, including zip code	Name, telephone number and email address of creditor contact	Nature of claim (for example, trade debts, bank loans, professional services,	Indicate if claim is contingent, unliquidated, or disputed	Amount of claim If the claim is fully unsecured, fill in only unsecured claim amount. If claim is partially secured, fill in total claim amount and deduction for value of collateral or setoff to calculate unsecured claim.		
				Total claim, if partially secured	Deduction for value of collateral or setoff	Unsecured claim
MARIN MOUNTAIN BIKES INC. ATTN: MANAGING AGENT CATHY LICHT 1450 TECHNOLOGY LANE SUITE 100 PETALUMA, CA 94954		INV				\$253,371.38
MONDETTA ATTN: MANAGING AGENT ALISA ROMERO 1109 WINNIPEG AVE WINNIPEG MB R3ELS2 CANADA		INV				\$1,142,764.10
PEARL IZUMI USA INC. ATTN: MANAGING AGENT JOE BARBARY DBA PEARL IZUMI 1886 PRAIRIE WAY LOUISVILLE, CO 80027		INV				\$199,680.00
RAMIKO ATTN: MANAGING AGENT RAY KINTZLEY ROOM C FOURTH FLOOR NO 148 SONG-CHIANG ROAD TAIPEI		INV				\$1,537,678.66
SARIS CYCLING GROUP INC. ATTN: MANAGING AGENT 5253 VERONA ROAD MADISON, WI 53711		INV				\$285,407.07
TODSON INC. ATTN: MANAGING AGENT LUCY ATTN: NEAL TODRYS P.O. BOX 637 FOXBOROUGH, MA 02035-0637		INV				\$547,642.10

Debtor **Performance Direct, Inc.**  
Name \_\_\_\_\_

Case number (if known) \_\_\_\_\_

Name of creditor and complete mailing address, including zip code	Name, telephone number and email address of creditor contact	Nature of claim (for example, trade debts, bank loans, professional services,	Indicate if claim is contingent, unliquidated, or disputed	Amount of claim		
				Total claim, if partially secured	Deduction for value of collateral or setoff	Unsecured claim
UPS/UPS SCS CHARLOTTE ATTN: MANAGING AGENT P.O. BOX 34486 LOUISVILLE, KY 40232		FRT				\$1,213,546.59
VISTA OUTDOOR SALES LLC ATTN: MANAGING AGENT PO BOX 860547 MINNEAPOLIS, MN 55486		INV				\$1,768,537.08
VITTORIA INDUSTRIES ATTN: MANAGING AGENT BILL WOODY 1639 WEST SHERIDAN OKAHOMA CITY, OK 73106		INV				\$159,189.46
WAHOO FITNESS INC. ATTN: MANAGING AGENT CHRISTIAN MCGARRIGLE 141 W. WIEUCA RD #B104 ATLANTA, GA 30342		INV				\$201,624.15

**United States Bankruptcy Court**  
**Middle District of North Carolina**

In re Performance Direct, Inc.

Debtor(s)

Case No.

Chapter 11

**LIST OF EQUITY SECURITY HOLDERS**

Following is the list of the Debtor's equity security holders which is prepared in accordance with rule 1007(a)(3) for filing in this Chapter 11 Case

Name and last known address or place of business of holder	Security Class	Number of Securities	Kind of Interest
<b>Advanced Sports Enterprises, Inc.</b> c/o Patrick J. Cunnane 144 Old Lystra Road Chapel Hill, NC 27517		<b>100</b>	<b>Common Stock</b>

**DECLARATION UNDER PENALTY OF PERJURY ON BEHALF OF CORPORATION OR PARTNERSHIP**

I, the **President** of the corporation named as the debtor in this case, declare under penalty of perjury that I have read the foregoing List of Equity Security Holders and that it is true and correct to the best of my information and belief.

Date November 16, 2018Signature /s/ Patrick J. Cunnane  
Patrick J. Cunnane

*Penalty for making a false statement of concealing property:* Fine of up to \$500,000 or imprisonment for up to 5 years or both.  
18 U.S.C. §§ 152 and 3571.